**TV BROADCASTING**

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**ABSTRACT:**

In India till 1991 there was only one television channel –Doordarshan, the public service broadcaster. With the opening up of the Indian economy in early 1990s enabled the entry of private broadcasters in India. The number of television channels has proliferated manifold. By 2005 India had more than 200 digital channels. The number of television channels has grown from around 600 in 2010 to 800 in 2012.This includes more than 400 news and current affairs channel. Technological changes have caused intense competition in news and general entertainment channels, as a result of which there is growth in regional and niche channels. The growth of cable and satellite television and direct to home television services has continued to drive television as the most preferred medium among advertisers. Broadcasters are also tapping into online and mobile media to increase their revenue.

**GROWTH OF TV BROADCASTING INDUSTRY IN INDIA:**

Television began in India in 1959 as an In Television was based on the model of a public broadcasting system prevalent in many countries of Europe. In independent India, the political leaders recognised the value of information and its use for accelerating the process of development. Thus was started a model of public broadcasting committed to inform, educate and entertain the people.System prevalent in many countries of Europe. In independent India, the political leaders recognised the value of information and its use for accelerating the process of development. Thus was started a model of public broadcasting committed to inform,educate and entertain the people.

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